

ABSTRACT

Personal information of users is used to customize the browsing experiences of the users on a World-Wide-Web site. To ensure privacy of the users' personal information, each user is assigned a unique Universal Anonymous Identifier (UAI). The UAI is generated by a
5 trusted third party and provided to the Web site operator. The Web site operator then indexes the users' personal information by UAI. Only the user has the ability to correlate his/her true identity with his/her personal information.